

BUSINESS VALUATION UPDATE

TIMELY NEWS, ANALYSIS, AND RESOURCES FOR DEFENSIBLE VALUATIONS

BVR Now Offers Vertical IQ as an Additional Source for Industry-Specific Research

Editor's Note: BVR is pleased to announce its partnership with Vertical IQ to offer the Vertical IQ industry research platform. For more information or to subscribe, visit bvresources.com/products/verticaliq.

When BVR conducted its recent *Firm Economics Study*¹ of business valuation and forensic litigation services firms, a new provider appeared when we asked about the industry research sources respondents use: Vertical IQ. The co-founders of Vertical IQ are Bobby Martin, who serves as president, and Bill Walker, who is EVP of product strategy. They both have backgrounds as financial professionals before turning to research. Martin was a co-founder of First Research, which provides industry intelligence tools, and Walker led the research team at First Research. *BVU* recently spoke with Martin about Vertical IQ.

BVU: *What is it about Vertical IQ that distinguishes it from other similar products?*

Bobby Martin: Vertical IQ is a very easy-to-use service that focuses on the financial aspects of how firms operate in a particular industry, such as how cash flow and capital spending works. We go into a fair amount of depth on a number of other financial aspects, such as profit drivers. Vertical IQ also includes the perspective of small and medium-size businesses within the industries, which sets us apart from the others. Also, reports are presented in an easy-to-read

format, and you can choose the level of detail you want. The reports are written in a clear, understandable way and include industry trends and forecasts, how firms operate, specific risks to consider, quarterly insights, financial benchmarks, and a great deal more. Industry reports are available for individual purchase or on a subscription basis.

BVU: *How many industries do you cover?*

Martin: We currently have 390 Industry Profiles—280 “Full-Length Profiles” plus 110 Specialty Spotlights on niche industries.

BVU: *Are they all U.S. industries?*

Martin: The reports are from U.S. and Canada perspectives. The industry profiles, which are about 30 pages or so, are written from a U.S. perspective, but the information is applicable globally in terms of how these industries operate. A separate report gives a Canadian perspective, and these reports are about five pages. The reports focused on industries from the Canadian perspective are available via a Canadian subscription versus the U.S. subscription.

BVU: *Do you include state profiles or information on regional economies?*

Martin: Yes, we have local economic reports for over 300 MSAs in the U.S. Economic reports for Canadian provinces are available with a Canadian subscription.

BVU: *How often do you update the data?*

¹ The survey results will soon be available from BVR at bvresources.com/products/guides-and-books.

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Martin: We're continuously updating the information on the industries. All of the industry data are updated annually and are also reviewed quarterly for necessary updates. We get our data from government reports, production data, and other primary sources and, as soon as those data are updated, we add them into Vertical IQ. There's also a News section for each industry that's updated every week or two with main articles on what's going on in the industries.

BVU: *How much does Vertical IQ cost?*

Martin: A subscription for one seat is \$1,099 with discounts for multiple seats.

BVU: *Some valuation experts rely on information from sources that are free, such as trade associations or local university libraries. Why would they consider Vertical IQ?*

Martin: The expert saves a tremendous amount of time using Vertical IQ versus a do-it-yourself method. We do all of the heavy lifting in terms of the analysis of the industry and synthesizing all of the data into a readable format. That saves the expert hours of work, and efficiency is an important consideration in a valuation engagement. Plus, we have a team of researchers examining any particular industry, which helps the valuation expert sleep better at night knowing that nothing is missing out of the industry section of his or her report.

BVU: *Can I reprint the material in my valuation reports?*

Martin: Yes, as long as you include proper attribution.

BVU: *Do you have any enhancements on the drawing board?*

Martin: Due to our growth, we're adding more industry profiles and are looking to triple the number we have currently. Also, we just came out

with a mobile app, which is handy if, for example, you get a last-minute call to do a site visit and you need to quickly put together your questions for management. There are sample questions in the app as well as the ability to get a full picture of what's going on in the industry. In terms of future enhancements, we welcome input on which new

industries should be added, as well as feedback on the value of the content included in each report.

Vertical IQ is available from BVR. For more information, go to bvresources.com/products/verticaliq.

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Vertical IQ Industry Profiles

Become an industry expert with hard-to-find business intelligence.

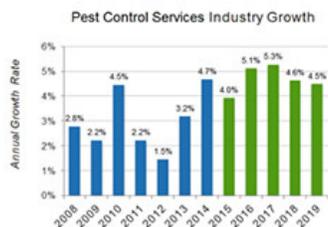
Industry Forecast and Structure

Industry Forecast

Sales for U.S. pest control services are forecast to grow at a 4.48% compounded annual rate from 2012 to 2019, comparable to the growth of the overall economy.

Vertical IQ forecasts are based on the Inforum inter-industry economic model of the U.S. economy. Inforum forecasts were prepared by the Interindustry Economic Research Fund, Inc.

Last Update: January 2015



Designed to help valuation practitioners, Vertical IQ offers engaging and high impact industry data on small- and medium-sized businesses in nearly 400 industries. Vertical IQ profiles dive into the details of risks, trends, cash flow, operations, and financial challenges inherent to niche businesses of all types. Users will save time and attract more clients by gaining a clearer picture of a business's main challenges with financial benchmark data.

Take your valuation to the next level with Vertical IQ...

- **Save time with hard-to-find small- and medium-sized business intelligence at your fingertips:** Access nearly 400 industry profiles to get a closer look into a company's challenges, industry risks, trends, cash flow, and more
- **Easily access local economic data:** Vertical IQ tracks local economic data, business growth, startup activity, and industry statistics for more than 300 metro areas
- **Quickly locate relevant industry benchmarking data:** Clearly understand the ins and outs of profit drivers, how firms operate, and how the company you are valuing fits into the larger picture. Plus, rank industries by their growth forecast and access three years of financial benchmarking data

Learn more about Vertical IQ and download sample reports:
bvresources.com/verticalIQ

Contact us today at: 1-503-479-8200 ext. 2 or sales@bvresources.com